



SAN DIEGO – Aug. 9, 2017 – Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today announced it has been named a winner of The Future Now™ Awards for its Salesforce CPQ (configure price quote) implementation results. The award is presented by [Bluewolf](#), an IBM Company, a Global Strategic Partner, and the first consulting agency dedicated to Salesforce. The Future Now Awards celebrate the world's most innovative companies that are using Salesforce to transform their customer and employee experiences.

To be considered, Salesforce customers from around the world were invited to share their digital transformation story and showcase how it made a positive impact on their customers and employees. Winners were selected in each category of Marketing, Sales and Service. The judging panel comprised of Salesforce innovators—Tiffani Bova, Global Customer Growth & Innovation Evangelist at Salesforce; Michael Krigsman, industry analyst at CXO Talk; Bob Bird, Senior Manager of Salesforce.com Operations at T-Mobile, and Vanessa Thompson, Senior Vice President of Customer Experience Insights at Bluewolf.

Leveraging a combination of established video standards and proven internet-based technologies, Verimatrix has become recognized as the global number one in revenue security for connected video devices. Its award-winning range of Verimatrix Video Content Authority (VCAS™) security solutions address multiple video delivery networks with a unified approach to rights management. In addition, its Verspective™ Operator Analytics solution is an extensible suite of subscriber intelligence tools that are designed from the ground up to emphasize data security and integrity as a foundation for actionable intelligence.

Using Salesforce CPQ implemented by Bluewolf, bundle products and logic, Verimatrix successfully accelerated the sales quote creation and approval process from a week-long process down to a few hours by eliminating the use of excel and manual sales calculations. The company also created Custom Contracted Pricing through Community Cloud to give resellers self-service abilities and automated selling discounts. Through this implementation, Verimatrix experienced improved quote accuracy, traceability and sales team productivity.

“The Future Now Awards is the ultimate achievement for innovation on Salesforce, and the award to win within the Salesforce ecosystem,” said Vanessa Thompson, SVP of Customer Experience Insights at Bluewolf. “We received hundreds of inspiring

stories, but Verimatrix stood out in its execution. This award is a testament to their dedication to delivering the future of customer and employee experiences, now.”

“We are honored to be recognized for the unique implementation and results of our Salesforce CPQ as it has transformed our process by significantly shortening the time between quotes and order submissions,” said Brittany Tankhim, director, Enterprise Applications at Verimatrix “Not only did we improve the productivity of our sales team, we are now able to provide a higher level of customer service during the sales process.”

To learn more about Verimatrix’s winning Salesforce strategy, visit www.bluewolf.com.

About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enables next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world’s only globally interconnected revenue security platform, [Verspective™ Intelligence Center](#), for automated system optimization and data collection/analytics.

Its [unmatched partner ecosystem](#) and close relationship with major studios, broadcasters and standards organizations enables Verimatrix to provide a unique advantage to video business issues beyond content security as operators introduce new services to leverage the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit www.verimatrix.com, our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.

About Bluewolf, an IBM Company

Bluewolf, an IBM Company, is the global Salesforce consulting agency committed to creating customer and employee experiences that drive a return on innovation. We enable companies of any size and industry to deliver deeper, personalized customer moments with Augmented Intelligence (AI) as a competitive advantage—now. Using our patented project delivery solution, Bluewolf Sightline™, we reduce deployment time and get results faster with less risk for customers worldwide, such as T-Mobile, Mercedes-Benz, and AmerisourceBergen. www.bluewolf.com

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